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THE  
OBSERVER

FOR AUTUMN NINETEEN TWENTY NINE



We will issue THE OBSERVER Magazine through the year, Autumn, Christmas, Spring and Summer. The merchandise illustrated has been made by the finest domestic and foreign makers to our exacting specifications, based upon observations of what is being worn at the gathering places of society here and abroad. It expresses, in every instance, the quiet good taste of gentlemen—sportsmen and University men. The items shown are now available in our store and can be secured either by post or by personal selection. We trust that our patrons will find this magazine a convenience in determining the desirable color combinations and a time-saver in selecting their wearables.

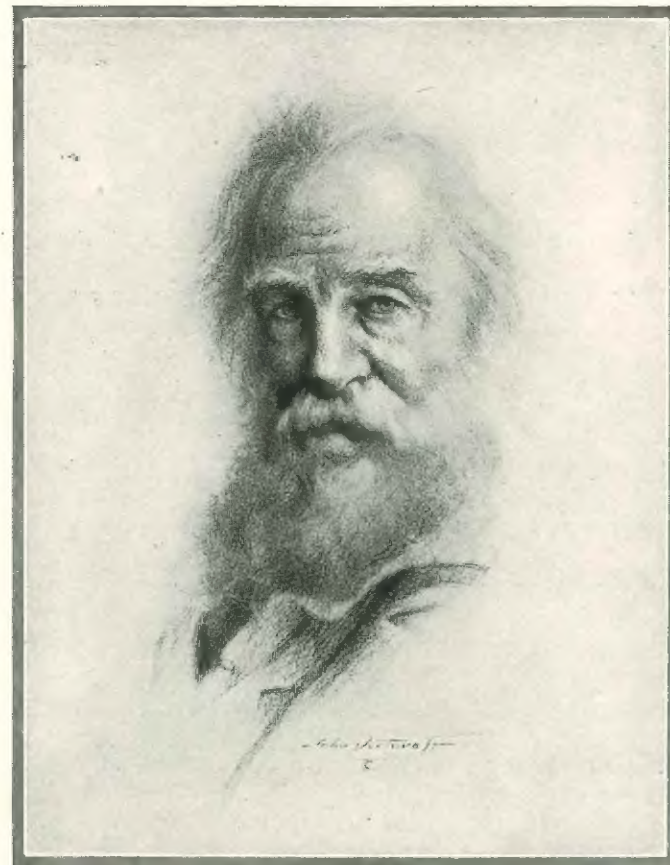
MEN'S  
APPAREL  
from

*The Mode*

F. St. at Eleventh

U.S. Patent Office  
Oct. 1929





## “The Good Gray Poet”

*A hitherto unpublished portrait of  
Walt Whitman by John Doctoroff*

Whitman, like Marlowe three centuries before, snatched the literary trend of his time away from “the jiggling vein of rhyming mother wits.” He threw off the shackles of an affected and hypocritical traditionalism—both as regards form and content. He was our first true world figure in the field of literature. Serenely confident that his vitalizing influence would ultimately work its way underneath the brittle shell of American “literary” thought, he sounded his “barbaric yawps”—widely untrammelled and uninhibited outpourings that were the first (and some say the only) truly poetic expressions of the American spirit—undeterred by the sneers and lifted eyebrows of the literary idols of his time. His influence, one hundred and ten years after his birth, is still increasing (it was never more strongly felt than in the past decade) and yet, such is the irony of literary fate, the long catalogic lyrics in which his universality of spirit manifested itself best are little remem-

bered save by literary craftsmen and students, while the one poem in which he relinquished his own art-form of long rhythmic cadences, in favor of the traditional rhymed meter, still lives in the minds of millions. No one, once having read it, can forget the haunting poignancy of the dirge occasioned by the assassination of Lincoln, with its magnificent opening stanza:

O Captain! my Captain! our fearful trip is done;  
The ship has weathered every rack, the prize we sought is won;  
The port is near, the bells I hear, the people all exulting,  
While follow eyes the steady keel, the vessel grim and daring:

But O heart! heart! heart!  
O the bleeding drops of red,  
Where on the deck my Captain lies,  
Fallen cold and dead.



### *For the correctly clad sportsman*

1, 2, 3. Light weight wool knitted jersey shirt made over the pattern of a distinguished custom shirt maker, with Prince of Wales tab collar of broadcloth. An adaptation of the old English hunts shirt, with added formality to make it fit all outdoor sports occasions. Smart and practical, combining the trimness of a tab collar shirt with the bulkless warmth of a jersey. Give shirt collar size when ordering, \$8.00. 4, 5. Repp neckties to be worn with the new sports shirt, \$1.50. 6. Pigskin belt with correct ring buckle, \$3.50. 7, 13. Ivory finish trimmed golf garters, \$.50. 9, 10, 11. Crew neck sweaters of French Zephre yarn with cashmere finish. In three new colors—Flemish blue, Bagdad brown, Robin Hood green, \$7.50. 8, 12. Golf hose to match, \$3.00. In set with sweater, \$2.50.





### *A Suit of Custom Character*

14. A suit of distinction lined with warranted silk. The fabrics are chosen from the product of America's finest woolen mills. Note the semi-fitted lines, and the very characterful roll of the lapels, expressive of the best English tailoring traditions. \$75.00.

*Tailored at Fashion Park—Custom Service Ready to Put On*



### *A thoughtfully considered ensemble*

15. A Havana brown bound-edge Homburg felt hat approved by the well-groomed financial and diplomatic set. A welcome change from the informal snap-brim. \$10. 16. Hand-sewn cape skin button gloves. \$5. 17, 18, 19, 20, 21. Solid color silk neckties in self-grained patterns, \$2. 22. The demi-bosom shirt shown with the suit on facing page. It has shorter, more comfortable bosom, cow-heel cuffs. The low-front rounded collar is now in prime favor in New York and on the Continent. \$5. 23, 24. Imported French linen handkerchief with hand-rolled edge. Colorful but simple pattern, \$2.50. 25, 26, 27, 28. A seven-fold repp cravat in varied stripings. Made of the folded-under silk, and contains no lining. \$3.50. 29. Hand-clocked imported French lisle hose, \$2.50.





### *A Modern Continental Style*

30. Our designing rooms present the garment illustrated as the most modern style feature for fall. A Continental style brought forward to meet the requirements of America's well dressed men. The jacket shows a custom touch. \$65.00 and more.

*Tailored at Fashion Park—Custom Service Ready to Put on*



### *Accessories of custom distinction*

31. Demi-bosom shirt fashioned in accordance with the best practice of London custom cutters; two new low-front collars to match, one rounded, one square pointed, \$4.00. 32. Tie of ribbed repp, self-figured, of seven folds of silk, unlined, \$3.50. 33. Button through glove, of fine buckskin, \$3.75. 34. Derby in the proportions which The Observer finds currently favored by the Wall Street group, \$10.00. 35, 36, 37. Uncreasable cloth ties, in neat geometric patterns of the Spitalfields variety, \$3.00. 38. Linen handkerchief from France, in a basket weave effect; hand rolled colored edge, \$2.00. 39. Imported lisle hose in a new shot pattern, with hand embroidered clocks, \$3.50. 40, 41, 42. Monotone cluster stripes on twill, worn by better dressed members of the New York Stock Exchange, \$2.00.





### *A Smart Fall Double Breasted*

43. Greater popularity this fall is predicted for double breasteds, the type of coat recommended by Adolphe Menjou, the noted cinema star. Shown in plain shades and patterns particularly well adapted to the double-breasted style, \$50.00 and more.

*Tailored at Fashion Park—Custom Service Ready to Put on*



### *Pleasing harmony of color and design*

44, 54. This madras shirting is a reproduction of one employed by the foremost English custom shirt maker, as is the tab collar model in which it is made. The tabs hold the tie securely in place, \$2.50. 45, 55. All-over armure ties on Billington repp, \$1.50. 46, 47, 48. The smart new conservative yet colorful stripings on repp, \$2.00. 49, 50. Linen handkerchief imported from France, with woven border, and hand rolled edge, \$1.00. 51. Suspenders of solid colored silk webbing, with a white silk lining and braided ends, \$2.00. 52, 53. Full-fashioned half-hose, made in England under The Observer's direction from the finest quality Botany wool with art silk. Partridge stripes—a pattern that is entrenched as the favorite of international society leaders, \$2.00.





### *A Suit for Business Wear*

56. A smart two button rolled front model, definitely styled by our designing rooms for men of affairs. Not too conservative but embodying ease of movement without sacrificing stylish lines. In a wide choice of superior fall fabrics, \$50.00 and more.

*Tailored at Fashion Park—Custom Service Ready to Put on*

PATENT OFFICE  
OCT 8 1929



### *Effortlessly correct blending of color*

57. The new bisque shade has been used in this fine madras shirt. Two starched collars, \$3.00. 58, 69, 70, 71. Silk necktie in a small figure on diagonal twill, \$2.00. 59, 60. A luxurious repp of pure dye, \$2.50. 61. Havana brown raw edge felt hat as introduced by smart British visitors, \$10.00. 62, 63, 64. A grouping of accessories—hose, handkerchief and necktie—that tone with the suit on the opposite page. The half-hose of lisle imported from abroad are full fashioned and have an attractive shot effect, \$1.50. The handkerchief is from France, \$1.00. The necktie is pure dye repp, \$2.50. 65. New pigskin pull-on glove with bound edged top, \$5.00. 66, 67, 68. Another ensemble of hose, handkerchief and necktie. Half-hose, \$1.50. Necktie, \$2.50. Handkerchief, \$1.00.





### *A Suit for University Men*

72. We present the authentic University style for fall. Cut over charts developed by Oxford's most extensively patronized University tailor and conforming in every minute detail to the current dress desires of American college men, \$40, \$45, \$50.

*Tailored by Charter House*



### *Advance ideas in University fashions*

73. We present this new color note, gunmetal, in end and end madras, simultaneously with its introduction by the best custom shirt makers in London. The low dip collar should be worn with a collar pin, \$3.00. 74. A small dot on twill, favored at Princeton and Yale, \$1.50. 75. Narrow regimental striped silk web suspenders, \$2.00. 76. A handkerchief from France, with hand rolled edge, \$1.00. 77, 78. Effective combination of hairline and narrow stripes on repp, \$2.50. 79. Shirt with short demi-bosom of cross striped oxford cloth and an end and end body, with new low in front collar, \$5.00. 80. Imported lisle hose with vertical stripe, \$1.50. 81, 82, 83. All silk Charvet neckties, seven fold construction, with no lining, \$2.50. 84, 85. Smart ties of ribbed repp, \$1.50.





### *A Practical Slip-on Topcoat*

86. This smartly practical topcoat is tailored in rough weaves as well as finished woolens of character selected for fall wear. Our tailors recommend this easy fitting and comfortable style as practical for business and general usage, \$40.00 and more.

*Tailored at Fashion Park—Custom Service Ready to Put on*



### *Fashions showing English influence*

87, 91, 97. Shirt of fine madras, neckband model, with two separate collars to match. A simple stripe pattern now enjoying popularity among young English clubmen, and the young members of the New York Stock Exchange, \$5.00. 88, 89. Cluster stripe repp silk necktie, \$1.50. 90. Fine quality capeskin pull-on gloves, \$3.50. 92, 93. A luxurious repp of pure dye, that makes the simple stripings stand out in clear relief, \$2.50. 94. Havana brown raw edge felt hat, \$10.00. 95, 96. French linen handkerchief with colored woven border consisting of hairline stripes with colored hand rolled edge to match the cluster stripes, \$1.00. 98, 99. Two-tone self-figured solid colored silk necktie, \$2.00. 100. Suspenders of silk web with a silk lining and braided ends, \$2.00.





### *A Skillfully Modeled Raglan*

101. Many men prefer the raglan with its ease of shoulder and greater roominess. This example, which shows unusual designing skill, follows the fashion set by London's foremost tailors. In noteworthy woolens for fall use. \$50.00 and more.

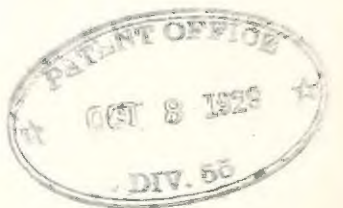
*Tailored at Fashion Park—Custom Service Ready to Put on*



### *A New University Topcoat*

102. The predominating style influence of England's great Universities is employed in this new fall top coat. Full bodied—greater in length, and adjusted in every detail to the preferences of the University men of America. \$45.00 and \$50.00.

*Tailored by Charter House*







### Smartly luxurious lounging attire

103. There is an increasing preference for solid colors in shirts and shorts. This is a Celanese drawer with a new French back affording three different size adjustments. Cut full to insure comfort, \$3.00. 104. Six and three ribbed half-hose made in England from best quality art silk and wool, \$1.50. 105. Smart double breasted robe with notch, convertible collar. The lower pocket flaps give a tailored touch that is new in lounge apparel. The fabric is imported by us, and pre-shrunk for us in England, \$20.00. 106. Pajamas of sheer twill sateen in the fashionable new rust color, piped effectively with gold. Cut over an English custom pattern under The Observer's direction. Will withstand repeated laundering, \$5.00. 107. Red calf slippers with gold moire lining, \$3.50.

## Fashions in Fiction

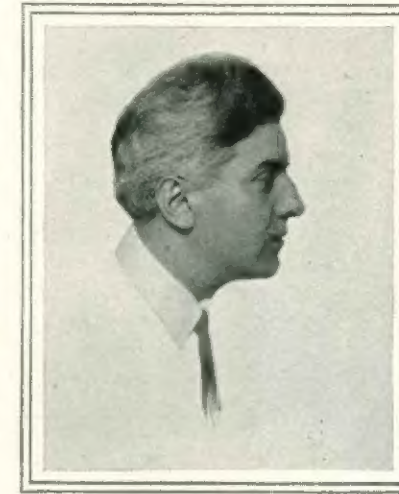
By Vincent Starrett *Author of "Murder on 'B' Deck," "Seaports in the Moon," "Penny Wise and Book Foolish," Etc.*

It is a commonplace that there are styles and fashions in every thing. Not alone in hats and shoes, summer flannels and winter tweeds, but in art and architecture, music and literature—even in dogs and diseases. And as, for the most part, the world's epidemic fancies recur at almost stated intervals, it is the fashion to assert that there is nothing new under the sun. Somebody said that, long ago. Was it Shakespeare or one of the Minor Prophets? In any case, it was never better asserted than by my old schoolmaster, Professor Block. "Wonderful it is," he said, "that at every era in the world's history, for periods of indefinite duration, the caprices of men have a singular unanimity." Let us, then, for a few moments, speak of literature—more particularly of its most recent manifestation of an older fashion.

Nothing, of course, succeeds like success, unless it be successful imitation. For everything, no doubt, there is a reason, however difficult it may be, at times, to discover it. Almost certainly, the reason for a successful fashion in literature is somebody's triumphant discovery that human nature is an immutable fashion in itself. Whatever has pleased humanity—in bulk—in one age, in all probability will please it in another—with, of course, such superficial changes as may be suggested by the topical preferences of a later day. At the root, then, of all literature of popular appeal are the fundamental emotions of the race: love and hate, greed and envy, joy and sorrow—you know the list, for you learned it, years ago, in those ultra-sophisticated textbooks of fiction, the fairy tales of Grimm and Andersen and the rest of that joyous company.

The immediate fashion begins, then, with a highly successful revival on the literary stage of some such masterpiece as "Cinderella" or the story of Cain and Abel. The public loves it, naturally, for it is familiar and at once the volume becomes, in the jargon of the time, a best seller. And at once, of course, the clever opportunists begin to beat their own typewriters to the same tune. Thus, the outstanding best seller of the fall list is inevitably the guidebook to spring fashions. In literature, of course. Let but Kansas realism succeed for a season and every publisher in the union sends forth an SOS for Kansas realism. When for a season Sabatini is the fashion, the cloak and sword swagger bravely on each new list and jacket from Gotham. When a Strachey succeeds hugely with mordant biography, every jolly lack in Christendom turns his hand to mordant biography. It is one of the precepts of book-selling, and possibly one of the tragedies of literature, that every successful volume must have as many *begats* as a chapter of the Old Testament. However, and happily, many even of the Begats are admirable things, for with a fashion once begun, some excellent fellows are in the market with their wares.

At the moment, I venture, the fashion is detective literature, and it is a memorable chapter of publishing. Where the immediate caprice found its beginning may be matter for debate. It is the fashion to charge it to the



Portrait of Starrett by Eugene Hutchinson

account of the pseudonymous S.S. Van Dine—but before Van Dine there was Fletcher, and before Fletcher there was Doyle, and before Doyle there were Gaboriau and Collins, and before Gaboriau and Collins there was Poe. Before Poe, as a matter of fact, there was a long silence, for he was indubitably the originator of the detective story fashion as we know it; none the less, he had been anticipated—somewhat nebulously perhaps—by Voltaire, and before Voltaire there were the Arabian chroniclers. Contemporaneously, I think, the fashion was made widely respectable by the late President Wilson, whose praise of Mr. Fletcher's "The Middle Temple Murder" swept that admirable detective novel into a popularity that the mystery tale had not attained since the heyday of Sherlock Holmes.

At the moment, there is Wallace, almost a regiment of writers in himself. If he is not the best writer of

detective tales the world has known, certainly he is not the worst. And quite certainly he is the most prolific. Fletcher published some four full-length novels a year, at the height of his popularity, but Wallace, if report be true, turns out six or eight in a twelvemonth and at the same time finds leisure to dash off two or three successful thrillers for the stage. At the moment, also, there is the Crime Club, Incorporated, and the Detective Story Club (a selected murder every month, with plenty of alternatives in the way of theft and arson), and where the end will be—the temporary cessation, that is, before another fashion captures the public fancy—who is to say?

Meanwhile, there is a crime story for every taste. Millionaires and piano tuners meet on the common ground of a passion for detective literature. Capital and labor, society and the street ear travelers, the four hundred and the four million, unite to praise or condemn the newest mystery fiction from the red-hot presses of Messrs. Raffles, Holmes & Company. Presidents and Princes advertise their delight in the *genre* while the publishers reap the benefits of that publicized admiration. Again the transcendent detective, successor to Lupin and Vidocq, Lecoq and Holmes, stalks the literary boards with lens and notebook, his nostrils quivering like a hound at scent. Dr. Thorndyke putters brilliantly in his London laboratory, Philo Vance drops his *g's* in Broadway and the Bronx, and at two western universities classes in scientific detection are about to begin to function with results which, whatever may be their benefit to the enlisted students of criminology, are certain to be felt in literature.

What, then, is your fancy, gentlemen, in the way of Murder? A knife-slain manufacturer of washing machines, with a red hand upon the wall beside his murdered corpse? A dead, cold diplomat from Graustark in the elevator shaft of a shingle factory? Or a beautiful and nameless woman with the familiar odor of bitter almonds about her silent lips? Whatever it may be, be sure that the fashion has provided a size to fit your intellect, a color to match your complexion.



# The Observer's Calendar

## of forthcoming sports events

### HUNT RACE MEETS

*September 8. Meadow Brook Club, Westbury, L. I., N. Y.*

Here will be run the classic race for the Meadow Brook Cup.

*October 14, 16 and 19. Rose Tree Hunt meet; Media, Pa.*

Oldest hunt in U. S. with a remarkable course shaped like a dumbbell.

*October 23 and 26. Essex Fox Hounds, Far Hills, N. J.*

Finest amateur course in country, over which is decided New Jersey Cup event.

*November 2 and 5. United Hunts Racing Association; Belmont Park, N. Y.*

The parent Hunt racing association which saved racing for State of New York by laughing at Governor Hughes and going on racing when he closed big tracks for two years under same law by which we are now racing.

### YACHTING

*September 7-15. Seawanhaka Cup; Oyster Bay, L. I.*

With five foreign contestants; among them Britain, Sweden, Denmark, Germany.

*October 4-5. Outboard Motor Championship; Boston, Mass.*

Probably a hundred or more contestants of this rather new device.

### HORSE SHOWS

*September 2-7. Rochester, N. Y.*

One of three immensely important outdoor shows.

*September 21. National Polo Pony Show, Meadow Brook Club; Westbury, L. I., N. Y.*

Important gathering of the polo clans. Fashionable.

*November 7-14. National Horse Show; New York, N. Y.*

The premier show, the parent show; where a fourth award rates as high as a "blue" elsewhere.

*November 30-December 7. International; Chicago, Ill.*

The awarding of final Middle West equine crystals for the season.

### RACING

*September 2-16. Westchester Racing Association; Belmont Park, N. Y.*

The finale of the really fashionable racing of the season. Features are \$120,000 Futurity, and historic Jockey Club Gold Cup. Prizes rate about half a million dollars.

### TENNIS

*September 7-14. National Open Championship; Forest Hills.*

Highest title play of season.

### GOLF

Nearly everything of importance is over by September but here is what is left:

*September 2-7. National Amateur; Pebble Beach, California.*

*September 10-13. United States Seniors; Apawamis, N. Y.*

*September 30-October 5. Women's National Amateur; Birmingham, Ala.*

### DOG SHOWS

*September 7. Storm King Kennel Club; Cornwall, N. Y.*

Founded by late C. A. Stillman, vice pres. Union Pacific R.R., continued by family.

*September 14. Tuxedo, N. Y.*

Ultra fashionable; heavy with Chows and Springers; Mrs. David Wahstaff very prominent.

*September 21. Ladies' Kennel Association of America; Rye, N. Y.*

Very select gathering.

*September 25-28. Hound Show; Bryn Mawr, Pa.*

Finest foxhound show in U. S.

*October 24. English Springer Spaniel Field Trials; Fishers' Island, N. Y.*

Where these wonderful dogs are tried out on live game under natural conditions for valuable prizes; very fashionable with wealthy sportsmen and women.

### POLO

Rather negligible this season, but many fine matches at the Meadow Brook Club, in which a dozen or more rising players are being trained and developed to take the place of the retired "Big Four" trio (Milburn, Webb, Stevenson), leaving only Hitchcock, still a youngster, to form a team worthy of meeting the British in September 1930 at Meadow Brook for the world's greatest polo trophy, known as the Westchester Cup.

*September . . .*

Open Championship: Meadow Brook, Westbury, L. I. N. Y. with visiting British team of Captain C. Tremayne, Colonel P. K. Wise, Captain Selby McCreery and Earle W. Hopping. Wise and Tremayne will play in 1930 for England in International match here; Hopping has been International "substitute," already. Tremayne will be Captain of that team next year. McCreery played against U. S. in military Internationals in 1923-5 and is "reserve" to 1930 team.



